

**REGULAR MEETING OF
BELMONT REDEVELOPMENT AGENCY
Tuesday, August 12, 2008 7:30 PM
CITY COUNCIL CHAMBERS, ONE TWIN PINES LANE**

CALL TO ORDER 7:30 P.M.

ROLL CALL

Directors Present: Braunstein, Dickenson, Feierbach, Wozniak, Lieberman

Directors Absent: None

Staff Present: Executive Director Crist, Agency Attorney Zafferano, Finance Director Fil, City Treasurer Violet, Agency Secretary Cook

PLEDGE OF ALLEGIANCE

Chair Lieberman stated that his wife, Gracie, had just become a United States Citizen earlier in the day, and he requested that she lead the Pledge of Allegiance.

CONSENT CALENDAR

Approval of Minutes of Regular Meeting of July 8, 2008

Approval of Resolution 477 Approving a Professional Services Agreement with Ninyo and Moore in the Amount of \$32,300 and a Contingency in the Amount of \$3,230 for Environmental Consulting Services for the Old Belmont Fire Station at 875 O'Neill Avenue

Approval of Resolution 478 Approving Addendum No. 2 to the Professional Services Agreement with Garavaglia Architecture, Inc. for Architectural and Engineering Services in an Amount no to Exceed \$78,200 for the Emmett House Relocation Project, City Contract Number 478

Approval of Resolution 479 Dedicating a 10' Public Utility Easement on the Old Belmont Fire Station Property at 875 O' Neill Avenue (APN 045-244-160)

ACTION: On a motion by Director Wozniak, seconded by Director Feierbach, the Consent Agenda was unanimously approved by a show of hands.

ADDITIONAL BUSINESS

Resolution Authorizing Issuance of a Purchase Order to the Belmont Chamber of Commerce in the Amount of \$12,855 for Map Publication

Finance Director Fil stated that the current City of Belmont map, previously produced by the Chamber of Commerce, was ten years old. He described the new map, and noted that the back side would contain information regarding the Redevelopment Agency. He clarified that this information would not be comingled with private ads, which will surround the map on the front side. The objective of this expenditure is to support the Chamber's business recruitment and retention efforts.

Director Feierbach expressed concerns regarding the cost for this endeavor, and she questioned the benefit to the Redevelopment Agency. She also questioned whether or not this map could be produced internally by City staff.

Director Wozniak stated that no information regarding the total cost to produce the map was provided, and she requested a sample. She noted that it appeared the City was subsidizing a project of the Chamber of Commerce and receiving 1,000 copies of the map in exchange.

Ben Cardenas, Belmont Chamber of Commerce President, responded that City staff could likely produce this map, but it may be better to outsource. He stated that the revised map will promote the City, the Chamber of Commerce, and businesses. He noted that 10,000 copies will be produced. There is no retail value, as the maps will not be sold. The City can select the graphics that will appear on the folded front of the map. He clarified that the cost to the City was equal to the ad space it was purchasing.

Director Feierbach stated there is no need for new paper maps because of the availability of electronic mapping. She prefers to use the money to clean up existing blight on El Camino Real.

Chair Lieberman concurred regarding the need to improve the El Camino Real. He supports the expenditure for the map as a communication tool. He noted that not everyone has GPS available. He supports business and the Chamber of Commerce.

ACTION: On a motion by Director Braunstein, seconded by Director Dickenson, Resolution 480 Authorizing Issuance of a Purchase Order to the Belmont Chamber of Commerce in the Amount of \$12,855 for Map Publication was approved (3-1-1, Feierbach no, Wozniak abstain).

Director Wozniak stated that she abstained from voting because she had requested additional information regarding the map.

ADJOURNMENT at this time, being 8:00 P.M.

Terri Cook
Agency Secretary

Meeting audio-recorded and videotaped
Audio Recording 704